

Advertising & Sales Promotion in Marketing Textbook/Competency Cross-reference

Competency	<i>Entrepreneurship and Small Bus. Mgmt.</i>	<i>Mkt. Essentials, 1st Ed.</i>	<i>Mkt. Essentials, 2nd Ed.</i>	<i>Mkt. Found. & Functions</i>	<i>Mkt. Practices & Principles</i>	<i>Retail Mds.</i>
G.1.a	Chapters 11 & 18	Chapter 20	Chapter 20	Chapters 17 & 18	Chapters 28 & 29	Chapters 5 & 28
G.1.b.	Chapter 18	Chapter 20	Chapter 20	Chapter 18	Chapter 30	Chapters 28 & 29
G.1.c.	Chapter 18	Chapters 19 & 20	Chapters 19 & 20	Chapter 18	Chapters 29 & 32	Chapter 28
G.1.d.	Chapter 18	Chapter 20	Chapter 20	Chapter 18	Chapters 29 & 30	Chapter 28
G.1.e.	Chapter 18	Chapter 21	Chapters 20 & 21	Chapter 18	Chapter 30	Chapters 28 & 29
G.1.f.	Chapter 12	Chapter 4	Chapter 29	Chapters 3 & 18	Chapter 32	Chapter 30
G.2.a.	Chapter 11	Chapter 19	Chapter 19	Chapter 17	Chapter 28	Chapter 5
G.2.b.	Chapter 11	Chapters 19 & 23	Chapter 19	Chapter 17	Chapters 28, 29, 30, & 31	Chapter 5
G.2.c.	Chapter 18	Chapter 19	Chapter 19	Chapter 17		Chapter 28
G.2.d.	Chapters 11 & 18	Chapters 19 & 20	Chapters 19 & 20	Chapter 17	Chapter 28	Chapters 27 & 30
G.2.e.	Chapter 18	Chapter 23	Chapter 23	Chapter 17	Chapter 32	Chapters 5 & 28
G.3.a.		Chapter 22	Chapter 22		Chapters 31 & 32	Chapters 31, 32, & 33
G.3.b.				Chapter 18	Chapters 31 & 32	Chapter 27
G.3.c.				Chapter 17	Chapter 29	Chapter 27
G.3.d.	Chapter 18	Chapter 21	Chapter 21		Chapter 30	Chapter 29
G.3.e.					Chapter 32	
G.4.a.	Chapter 18			Chapter 18	Chapters 31 & 32	Chapter 30
G.4.b.	Chapter 18	Chapter 28		Chapter 18		Chapters 27 & 30
G.4.c.	Chapter 18	Chapter 20	Chapters 19 & 20	Chapter 18		Chapters 30, 31, 32, & 33
G.4.d.	Chapter 18			Chapter 18		Chapter 29
G.4.e.	Chapter 18	Chapter 22	Chapter 22		Chapter 31	Chapters 31, 32, & 33
G.4.f.						Chapters 31, 32, & 33
G.4.g.	Chapter 18	Chapter 21	Chapter 19	Chapters 17 & 18	Chapters 28 & 29	Chapters 5 & 27
G.4.h.	Chapter 18	Chapter 20	Chapter 20	Chapters 17 & 18	Chapter 29	Chapter 30

G.4.i.	Chapters 11 & 18	Chapter 19	Chapter 19	Chapters 17 & 18	Chapters 28 & 32	Chapters 5 & 28
G.4.j.	Chapters 11 & 18	Chapter 19	Chapter 19	Chapters 17 & 18	Chapters 28 & 32	Chapters 27 & 29
G.5.a.	Chapters 11 & 18	Chapter 22	Chapter 22		Chapter 31	Chapters 5, 31, 32, & 33
G.5.b.	Chapter 18	Chapter 22	Chapter 22		Chapter 31	Chapters 31, 32, & 33
G.5.c.	Chapter 18	Chapter 22	Chapter 22		Chapter 31	Chapters 31, 32, & 33
G.5.d.	Chapter 18	Chapter 22	Chapter 22		Chapter 31	Chapters 31, 32, & 33